



CLEAN CITIES BIOBASED PRODUCTS OUTREACH

The United Soybean Board (USB) has approved four sponsorships in the amount of \$5,000 each to support U.S. Department of Energy Clean Cities coalitions to conduct education and outreach conducted on soy biobased products by September 30, 2009. These activities can reduce America's dependence on petroleum as well as provide green jobs and environmental benefits. Federal government agencies are required to purchase biobased products, and many states are also pursuing biobased procurement programs based on the federal BioPreferred program.

What are Biobased Products: Hundreds of soy biobased products are available today. They range from lubricants to cleaning supplies to insulation and carpet backing. USB offers a product catalog, *Profiles of Biobased Success* and information on government biobased programs at www.soybiobased.org. Proposals may encourage the use of any category of soy biobased products. Because Clean Cities Coordinators often work with fleets, the USB has created the accompanying information on products for use by fleet operators.

Requirements:

- USB funds may not be used for any type of lobbying efforts or for infrastructure purchases.
- Any new materials produced under a project must identify USB as a sponsor as well as receive USB approval before printing. (USB approval typically requires approximately 10 business days to attain USB and U.S. Department of Agriculture approvals.) Recipients will receive a copy of the USB logo and must follow USB recognition guidelines.
- Recipients are required to submit a brief monthly report by the 3rd of each month describing: 1. Activities conducted; 2. Audiences reached, including quantifiable numbers; 3. Specific product categories promoted; 4. Results Achieved; 5. Activities planned between now and the next reporting period; 6. Identify any issues or needs that USB can assist in addressing next steps in the project.

Payment: USB will provide \$2,500 in advance of project implementation upon approval of the request. The final payment of \$2,500 will be sent upon completion of work and receipt of a final report. The final report must be submitted to USB consultant Karen Edwards by October 15, 2009.

Timetable: Clean Cities proposals must be received by USB Consultant Karen Coble Edwards at karen@kcegroup.com by March 15, 2009. Applications should be no longer than three pages in length and respond to the questions provided below. All proposed projects must be completed by September 30, 2009.

Questions: Any questions about the application or project implementation should be addressed to United Soybean Board Consultant Karen Coble Edwards phone 703-281-7600 karen@kcegroup.com

CLEAN CITIES BIOBASED OUTREACH APPLICATION

Submit to Karen Edwards karen@kcegroup.com by March 15, 2009.

Applications should be no more than 3 pages in length, not including any letters of support

Project Overview: Describe overall objectives of the project

Target Audience: Describe the individuals or organizations that will receive biobased information through proposed project. Estimate number of people reached through the initiative.

Partners: Describe partners to the project, including state and local governments, state Soybean Board organizations, soy biobased companies and others, that will also be involved. Letters of support are beneficial but not required for application.

Presenters: Provide biographical information on who will be conducting outreach under this project.

Products: Identify the soy biobased products that will be communicated about in the proposed project.

Outreach Materials: Describe publications, websites or other communications vehicles that will contain information about soy biobased products.

Results: Describe anticipated results of the project.

Shared Costs: Describe how USB sponsorship money will be leveraged. (List estimated total project costs, including the \$5,000 USB sponsorship.)

APPLICATION SCORE SHEET

Criterion	Maximum Points Per Criterion
Probability of Success: The feasibility of the project to achieve objectives, strength of partnership etc	30
Visibility of the Project: How much awareness increase for biobased products through the project?	30
Potential for Continuation: What are the chances this project will build opportunities for continued soy biobased outreach?	20
Partnerships: How strong are the proposed partnerships with other organizations, including Qualified State Soybean Boards and soy biobased manufacturers? How effectively are USB grant dollars leveraged?	20



BIOBASED PRODUCTS FOR USE IN FLEETS

If you manage or maintain vehicles, there are commercially available biobased products available for you to use in your operations. Many government agencies are now using biodiesel and other biobased products, and have found them to have comparable or better performance to their petroleum counterparts.

To help you find biobased products, the United Soybean Board (USB) is building an online library of information for government users on soy biobased products.

- USB has compiled informational packages¹ entitled "Product Information Kits" for government users which can be found at: <http://www.soybiobased.org/productcategory/>.
- USB maintains an ongoing catalog² of soy-based products and manufacturers as we become aware of them. A link to the catalog can be found at: <http://www.soybiobased.org/productcatalogue/>

Examples of products that could be used in vehicle fleets include:

Penetrating Lubricants – Biobased penetrating lubricants can be used to provide lubrication in various applications including frozen nuts and bolts, power tools, gears, valves, chains, and cables.

Hand Cleaners – Waterless biobased hand cleaners can be used in the shop to remove a variety of substances, including lube grease, engine oils, adhesives, tar, lacquers, paint, and ink from hands.

Parts Cleaners/Degreasers – Biobased parts cleaning and washing fluids can be used for hand wiping, in dip tanks or parts washers to remove oils, carbon, and grease from a variety of vehicle and shop parts.

Adhesive and Graffiti Removers – Biobased adhesive and graffiti removers can remove glues; sticker, decal and tape residue; gum, ink and crayon marks; tar; and graffiti from a variety of surfaces on and in vehicles.

Glass Cleaners and Metal Cleaners – Biobased glass cleaners can be used to clean vehicle windshields and windows and metal cleaners can be used to clean vehicle wheels.

Spill Absorbent – Biobased absorbents can be used to cleanup oil spills on shop floors.

Biodiesel – Biodiesel can be used in any diesel engine in a blend of up to 20 percent with no engine modifications. Its use reduces emissions, including lifecycle carbon dioxide by 78 percent.

Go to www.soybiobased.org for more information and Profiles of Biobased Success

¹ These packages are provided for information only. The United Soybean Board does not endorse, promote or make any representations regarding any specific product mentioned therein.

² This guide is provided for informational purposes only. The United Soybean Board does not endorse any of the products shown or the companies that produce them. The United Soybean Board does not make any representations regarding product safety or performance or the accuracy of any of the information in this guide. All information in the guide has been provided by soy product manufacturers and has not been verified.